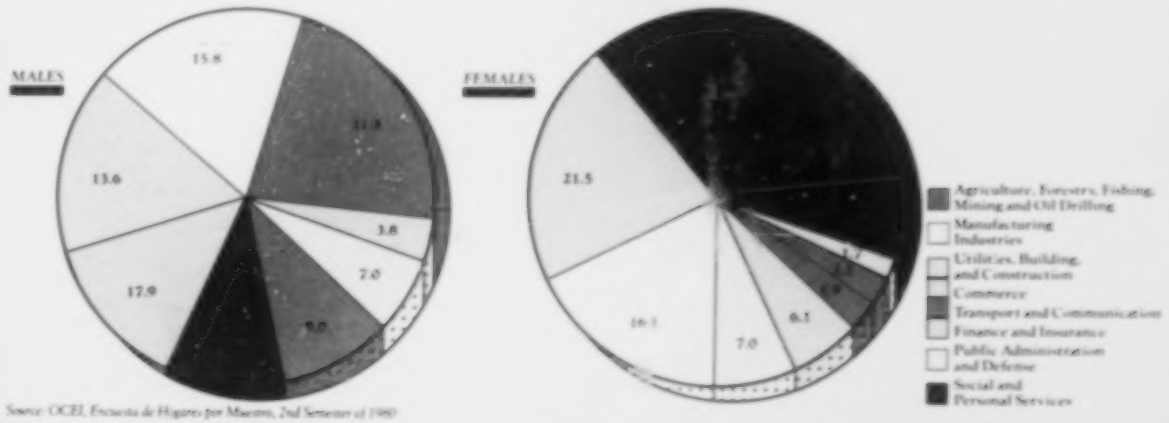
6/4/85 C0200-1


# INTERNATIONAL DEMOGRAPHICS

CONSUMER TRENDS AND MARKETS ABROAD

JUNE 1985 VOLUME 4, NUMBER 6


VENEZUELA: ECONOMIC ACTIVITY OF THE EMPLOYED, BY SEX: 1980




Source: OCEI, Encuesta de Hogares por Muestreo, 2nd Semester of 1980

## COUNTRY PROFILE

# REPUBLIC OF VENEZUELA

Venezuela means "little Venice." The Italian explorer Amerigo Vespucci gave the country its name because the pile dwellings on the shallow waters of the Maracaibo region reminded him of his native city.

Since 1917, the Maracaibo region has been the source of the crude oil that is the base of Venezuela's wealth. A leading member of OPEC, the country provides about 3 percent of the world's oil. Venezuela's oil industry accounts for over 15 percent of the Gross Domestic Product, 85 percent of the national energy production, over 90 percent of the foreign exchange, and about 70 percent of all government revenues. Most crude oil is exported to the United States, Canada, or the nearby Netherlands Antilles for refining. Secondary export items are iron and bauxite.

Venezuela is a major importer of U.S. products, especially industrial articles. In 1982, the country spent $11.8 billion on foreign goods and services—$5.2 billion in the U.S. alone—making it the second most important U.S. trading partner in Latin America after Mexico. Venezuela's other important trading partners are West Germany, Japan, and Italy.

While the oil industry, which was nationalized in 1976, has given Venezuela the highest per capita GNP ($4,140 in 1982), the highest standard of living, the highest per capita energy consumption and newspaper circulation, and the best road network of the continent, it has created as many problems as it has solved. Venezuela's social problems are similar to those of other countries in the region. Moreover, a weak agricultural base makes it necessary to import most food. As recently as 1977, there was a serious food supply crisis.

The windfall profits that followed the 1973 oil shock triggered a frenzy of consumer spending which cannot be maintained now that oil revenues are declining. Due to a sluggish expansion of the manufacturing industry, industrial

*continued*

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THIS MONTH: VENEZUELA

imports have become a drain on the balance of payments since 1976. The result is Venezuela's $35 billion foreign debt, the fourth largest in the world. In addition to shrinking oil revenues, a more unfavorable export situation and soaring interest rates have conspired to plunge the economy into a crisis, causing the GNP to decline in 1980, and again in 1983 and 1984. Inflation now reaches 15 to 20 percent a year, which is low by Latin American standards, but higher than in the past. In order to restrain the increasing trade deficit, the government imposed import restrictions which reduced the import bill from $11.8 billion in 1982 to only $6.5 billion in 1983. The value of the bolivar, once the most stable Latin American currency, has been cut by about two-thirds since 1983.

Venezuela contributed decisively to the struggle for South America's political independence, as state names like Bolivar, Miranda, and Sucre reveal. The present republic, which was founded in 1830, has had a turbulent political history, but since the fall of the dictator Gen. Pérez Jiménez in 1958, it is one of the continent's most stable democracies. The current president, Jaime Lusinchi, of the social-democratic party (Acción Democrática), was elected in December 1983. His priorities are controlling the foreign debt, the public deficit, and the rising unemployment rate, and restoring the confidence of investors in the potential of Venezuela's economy. The goals for the period from 1981 to 1985, which his predecessor, Luis Herrera Campins, had laid down in the Sixth National Development Plan, are being scaled down to meet the short-run demands of a more austere economic policy.

### CITIES AND REGIONS

With its 352,000 square miles (slightly less than the combined area of California, Nevada, and Oregon) and 14.6 million inhabitants (according to the 1981 census), Venezuela is the seventh largest Latin American country in terms of area and the sixth largest in terms of population. In addition, the 55,000-square-mile Esequibo area in the eastern jungle is the object of a border dispute with neighboring Guyana.

The national territory comprises 20 states, the Federal District, the federal territories of Amazonas and the Amacuro Delta, and the so-called Federal Dependencies, a group of 72 mostly uninhabited islands in the Caribbean. The states are divided into 188 districts, which are made up of 706 municipalities. The Federal District consists of two departments, divided into a total of 25 parishes. The capital of Caracas, located in a mountain valley at an altitude of about 3,000 feet, contains the 11 urban parishes of the Libertador department, which has 6 additional suburban parishes further west. A 15-mile stretch of four-lane highway cuts through the coastal mountains to connect Caracas with the harbor of LaGuaira, Venezuela's principal port city. La Guaira is capital of the other department of the Federal District—Vargas—whose eight parishes occupy a narrow strip of land along the coast.

**INTERNATIONAL DEMOGRAPHICS**

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International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, NY 14851. Telephone (607) 273-6343. Copyright 1985 by American Demographics, Inc. All rights reserved. Subscription rate $140 per year.

Caracas's growth spills over into the neighboring state of Miranda. Together with the Sucre district of this state, the Federal District forms the metropolitan area of Caracas, which had 2.84 million inhabitants in 1981, or 20 percent of Venezuela's people. While this is a significant percentage of the national population, it is not so high as that in some other Latin American cities, like Lima or Buenos Aires. The adjacent states, however, are also densely populated. The joint area of the Federal District and the states of Aragua, Carabobo, and Miranda forms only 2.36 percent of the national territory, but holds 37.4 percent of the population. About 70 percent of all industry is located in this region, primarily concentrated in the coastal mountain range between Caracas and Valencia, capital of the state of Carabobo and the country's third largest city (pop. 600,000 in 1981). Important industries are cement, paper and wood pulp, textiles, food processing, tobacco, machinery, motor vehicle assembly, household appliances, electronics, plastics, and chemical products.

Morón, in the western part of the state of Carabobo, houses the government's giant petrochemical plants which produce fertilizers and other chemical products. Another industrial center is Maracay, capital of the state of Aragua and the country's fifth largest city (pop. 380,000 in 1981). The coastal mountain range is also important for agricultural production, especially of meat and dairy products, cotton, coffee, cocoa, sugar cane, tobacco, bananas, pineapples, grapes, and citrus fruits. The state of Miranda produces much of the food for metropolitan Caracas. Coffee, cocoa, and processed citrus fruits are export crops.

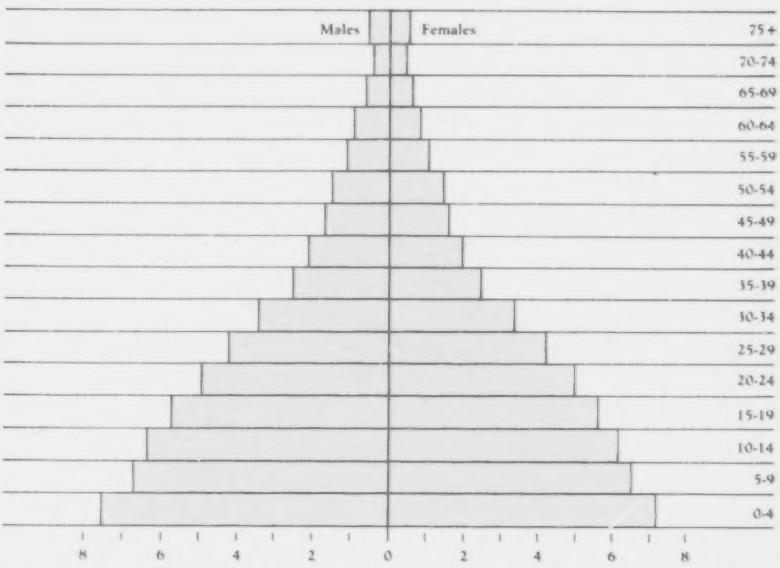
Toward the southwest, the industrial heartland gives way to the mountains of Yaracuy and the Andean states of Lara, Trujillo, Mérida, and Táchira, where several peaks rise to over 15,000 feet. This region is also fairly densely populated, accounting for 17.1 percent of the population on 5.44 percent of the land area. Although Barquisimeto, capital of the state of Lara and the country's fourth largest city (pop. 575,000 in 1981), is an emerging industrial center, the Andean states are primarily important as producers of coffee, cocoa, sugar cane, bananas, citrus fruits, grapes, cotton, and sisal. The states of Táchira and, to a lesser extent, Mérida produce rice and corn, while cattle raising is important in Lara and Trujillo.

Moderate population densities are found in the small coastal state of Sucre and in Nueva Esparta, which consists of the Caribbean islands of Margarita and Coche. Both states subsist primarily on tourism, fishery, agriculture, and food processing.

South of the coastal mountain range, in the states of Barinas, Portuguesa, Cojedes, Guárico, Anzoátegui, and Monagas, lie the "llanos," or prairies, home of the "llanero," or Venezuelan cowboy. The primary economic activity of this region is cattle raising, the single most important sector of Venezuela's agriculture. The prairie region is characterized by a relatively sparse population, as are the states of Falcón and Zulia in the northwest. Nevertheless, Maracaibo, the capital of Zulia, is the country's second largest city (pop. 950,000 in

## POPULATION OF VENEZUELA BY AGE AND SEX: 1981*

(in percent)




| *age* | *total* | *males* | *females* |
|---|---|---|---|
| All ages | 14,516,735 | 7,258,674 | 7,258,061 |
| 0-4 | 2,141,100 | 1,089,390 | 1,051,710 |
| 5-9 | 1,922,820 | 974,620 | 948,200 |
| 10-14 | 1,810,400 | 911,096 | 899,304 |
| 15-19 | 1,654,961 | 828,871 | 826,090 |
| 20-24 | 1,446,299 | 715,204 | 731,095 |
| 25-29 | 1,234,099 | 609,491 | 624,608 |
| 30-34 | 980,237 | 487,965 | 492,272 |
| 35-39 | 722,100 | 359,297 | 362,803 |
| 40-44 | 594,584 | 299,618 | 294,966 |
| 45-49 | 501,574 | 252,235 | 249,339 |
| 50-54 | 436,764 | 221,124 | 215,640 |
| 55-59 | 331,872 | 166,123 | 165,749 |
| 60-64 | 256,864 | 126,247 | 130,617 |
| 65-69 | 189,688 | 89,768 | 99,920 |
| 70-74 | 134,167 | 61,582 | 72,585 |
| 75 + | 159,206 | 66,043 | 93,163 |

* *Does not include the indigenous population, estimated at 53,350.*
Source: OCEI, *XI Censo General de Población y Vivienda, 1981*

1981), and undisputed center of the oil industry. Smaller oil deposits exist in the states of Trujillo and Anzoátegui. The government is attempting to develop Zulia's potential for coal mining. So far, the only operational coal mine in the country is the one at Lobatera, in the state of Táchira, which provides only about 8 percent of the national coal consumption.

Finally, the state of Apure and the jungle areas of Amazonas, Bolivar, and the Amacuro Delta are virtually empty, containing a mere 6.9 percent of the population on 58.2 percent of the national territory. The government has attempted to settle this region, taking initiatives such as the construction of Ciudad Guayana, in the state of Bolivar, during the late 1950s and early 1960s. Located on the confluence of the Orinoco and Coroni rivers 60 miles downstream from Ciudad Bolivar, amidst important deposits of bauxite, iron ore, and gold, Ciudad Guayana is now the sixth largest city in the country and a site of important industrial growth. Another bauxite deposit, at Los Pijiguaos, also in the state of Bolivar, has become the focal point of Venezuela's aluminum production which began expanding rapidly in 1979. The other important economic activity of the region, iron mining, is presently in a slump because of the unfavorable world market. The entire state of Bolivar and possibly the contested Esequibo region are part of a hitherto unexplored tar-sands belt which may be tapped in the future to produce heavy oil.

### POPULATION GROWTH

Venezuela has one of the fastest growing populations of Latin America. Between 1971 and 1981, the annual average rate of increase was 3.11 percent, lower only than rates in Guatemala, Honduras, Nicaragua, and Ecuador. Yet this rate was down from the annual 3.61 percent registered between 1961 and 1971, and the incredible 3.72 percent a year during the 1950s, when the country experienced both a high birth rate and significant immigration. Recent United Nations projections foresee populations of 21.3 million in 1990, 24.2 million in 1995, and 27.2 million by the year 2000.

International migration to Venezuela is a relatively recent phenomenon. Until World War II, the country was little affected by the waves of immigration that transformed Argentina and Brazil. During the period between 1946 and 1958, however, many Spaniards, Italians, and Portuguese arrived. By 1961, there were 527,000 foreign residents in the country, 7 percent of the entire population. Among the male labor force of Caracas, this share was as high as 37 percent. The 1981 census counted 1 million foreign-born people, nearly 70 percent of whom resided in the Federal District and the states of Miranda, Táchira, and Zulia. At present, the main international migration stream is from Colombia to the oil fields of Zulia and to the largest cities, where women find employment as domestic servants. Because most of the immigration is illegal, its exact size is hard to determine, but current estimates put the number of Colombian citizens in Venezuela at over a million.

Venezuela's crude birth rate is one of the highest of the continent, due, in part, to a young age structure. In 1981, 41 percent of the population was younger than 15 years, whereas only 3 percent had reached retirement. The median age was only 19 years. Estimates of the present birth rate vary between 33 and 37 per 1,000. Although the birth rate is high, it represents a significant decline

## TIPS ON TRENDS

### YOUTH DATA

The impact of high fertility rates among young women is especially significant in developing nations where between 40 and 50 percent of the population is under age 15.

A new wall chart from International Planned Parenthood Foundation shows that in most developing countries, women between the ages of 15 and 19 contribute at least 15 percent of the fertility rate, even though they are only 10 percent of the population.

One reason the teenage pregnancy problem in the United States is considered an epidemic is that while young women aged 15 to 19 are nearly 8 percent of the population in this country, they contribute 16 percent of the total fertility rate.

In countries such as France where teenagers are encouraged to use contraception, 15-to-19 year olds are 8 percent of the population but contribute only 7 percent to the total fertility.

A copy of the wall chart on youth and fertility is available for $2.25 from International Planned Parenthood Foundation, 18-20 Lower Regent Street, London SW1Y 4PW, England.

### POPULATION GROWTH SLOWS SLIGHTLY

The annual rate of population increase in the world has declined slightly to 1.7 percent, according to the 1985 Data Sheet from the Population Reference Bureau. The slowdown in China's growth rate is largely responsible for the slight decline.

Other highlights from the Data Sheet, which contains population data for about 200 countries:

—Between 1982 and 1983, the GDP per capita declined in every region except North America.

—Residents of more developed countries can expect to live 15 years longer than those in less developed countries.

—Infant mortality is highest in Africa, where 110 out of 1,000 newborn babies die before their first birthday. The lowest recorded rate is Finland's 6 deaths per 1,000.

—Over 90 percent of the world population growth occurs in Africa, Latin America, and Asia.

Copies of the 1985 World Population Data Sheet are available for $2.00 from Population Reference Bureau, Inc., P. O. Box 35012, Washington, D.C. 20013. •

## INSIDE INFORMATION

### NEW URBAN PROJECTIONS RELEASED

*(in millions)*

The March issue of *International Demographics* reported on forthcoming changes in the United Nations' estimates of population for the world's largest urban agglomerations. The publication *Estimates and Projections of Urban, Rural and City Populations, 1950-2025: The 1982 Assessment* has now been released by the Department of International Economic and Social Affairs.

Included among the data tables are the populations of the 35 largest urban agglomerations for every five years from 1950 to 2000. The table shows estimates of the populations of the 35 largest agglomerations in 1985, 1990, and 1995.

| | 1985 | | 1990 | | 1995 | |
|---|---|---|---|---|---|---|
| *agglomeration/country* | *rank* | *population* | *rank* | *population* | *rank* | *population* |
| Mexico City, Mexico | 1 | 18.1 | 1 | 21.3 | 1 | 24.2 |
| Tokyo/Yokohama, Japan | 2 | 17.2 | 3 | 17.2 | 3 | 17.1 |
| Sao Paulo, Brazil | 3 | 15.9 | 2 | 18.8 | 2 | 21.5 |
| New York/Northeastern New Jersey, U.S.A. | 4 | 15.3 | 4 | 15.3 | 4 | 15.3 |
| Shanghai, China | 5 | 11.8 | 6 | 12.0 | 8 | 12.5 |
| Calcutta, India | 6 | 11.0 | 5 | 12.6 | 5 | 14.5 |
| Greater Buenos Aires, Argentina | 7 | 10.9 | 8 | 11.7 | 9 | 12.5 |
| Rio de Janeiro, Brazil | 8 | 10.4 | 10 | 11.4 | 10 | 12.3 |
| Seoul, Republic of Korea | 9 | 10.2 | 9 | 11.5 | 7 | 12.7 |
| Greater Bombay, India | 10 | 10.1 | 7 | 11.9 | 6 | 13.8 |
| Los Angeles/Long Beach, U.S.A. | 11 | 10.0 | 11 | 10.5 | 15 | 10.9 |
| London, England | 12 | 9.8 | 13 | 9.5 | 22 | 9.3 |
| Beijing, China | 13 | 9.2 | 14 | 9.5 | 19 | 9.9 |
| Rhein-Ruhr, Fed. Rep. of Germany | 14 | 9.2 | 18 | 9.1 | 24 | 8.9 |
| Paris, France | 15 | 8.9 | 19 | 9.0 | 23 | 9.1 |
| Moscow, U.S.S.R. | 16 | 8.7 | 16 | 9.2 | 20 | 9.7 |
| Cairo/Giza/Imbaba, Egypt | 17 | 8.5 | 12 | 10.0 | 11 | 11.5 |
| Osaka/Kobe, Japan | 18 | 8.0 | 26 | 7.8 | 29 | 7.7 |
| Jakarta, Indonesia | 19 | 7.9 | 15 | 9.3 | 13 | 11.0 |
| Tianjin, China | 20 | 7.8 | 25 | 8.0 | 26 | 8.5 |
| Delhi, India | 21 | 7.4 | 17 | 9.2 | 12 | 11.1 |
| Baghdad, Iraq | 22 | 7.2 | 21 | 8.9 | 16 | 10.8 |
| Teheran, Iran | 23 | 7.2 | 20 | 9.0 | 14 | 10.9 |
| Manila, Philippines | 24 | 7.0 | 23 | 8.3 | 21 | 9.7 |
| Milan, Italy | 25 | 7.0 | 27 | 7.3 | 30 | 7.5 |
| Chicago/Northwestern Indiana, U.S.A. | 26 | 6.8 | 28 | 6.9 | 33 | 7.0 |
| Istanbul, Turkey | 27 | 6.8 | 22 | 8.4 | 17 | 10.2 |
| Karachi, Pakistan | 28 | 6.8 | 24 | 8.2 | 18 | 10.1 |
| Lima-Callo, Peru | 29 | 5.7 | 29 | 6.8 | 27 | 8.0 |
| Bangkok/Thonburi, Thailand | 30 | 5.5 | 31 | 6.5 | 28 | 7.8 |
| Madras, India | 31 | 5.2 | 32 | 6.1 | 32 | 7.1 |
| Hong Kong, Hong Kong | 32 | 5.1 | 34 | 5.6 | — | — |
| Madrid, Spain | 33 | 5.1 | 35 | 5.5 | — | — |
| Leningrad, U.S.S.R. | 34 | 5.1 | — | — | — | — |
| Dacca, Bangladesh | 35 | 4.9 | 30 | 6.5 | 25 | 8.6 |
| Kinshasa, Zaire | — | — | 33 | 5.8 | 31 | 7.3 |
| Bangladore, India | — | — | — | — | 34 | 6.5 |
| Lagos, Nigeria | — | — | — | — | 35 | 6.4 |

* Medium variant growth rate Source: *World Population Prospects: Estimates and Projections As Assessed in 1982*, New York: United Nations, 1985.

from the rate of 45 per 1,000 registered in 1961.

Also because of the young age structure, the crude death rate is quite low: only 5 per 1,000. Nevertheless, Venezuela continues to have somewhat higher mortality than would be expected on the basis of its material prosperity. Current estimates by the Population Reference Bureau put the infant mortality rate at 39 per 1,000 and the life expectancy at 69 years, both of which are less favorable than the corresponding figures for countries like Argentina, Costa Rica, Cuba, Jamaica, Panamá, Trinidad and Tobago, or Uruguay. The official figures published by the Venezuelan government are slightly more optimistic.

During the 1970s, four areas grew faster than the national average. The population of the vast expanses of the southern and eastern jungles increased little in absolute terms, but because the base population was small to begin with, the relative increase amounted to an average of 5.8 percent per year. The small Caribbean state of Nueva Esparta became a favored location for tourism and real estate development, growing by an annual average of 5.2 percent. The prairie states of Barinas, Cojedes,

and Portuguesa registered a more modest increase—about 3.5 percent a year—as did neighboring Lara, which historically tends to be an area of out-migration. In absolute terms, however, the most significant growth took place in the industrial heartland of the coastal mountains, the states of Aragua, Carabobo, and Miranda, which increased by an annual average of 5.1 percent, expanding their share of the national population from 19 percent in 1971 to 23 percent in 1981.

The metropolitan area of Caracas, however, experienced a slowdown in growth. Earlier projections had warned of the danger of increasing primacy, as Greater Caracas absorbed ever larger shares of the national population: from 11 percent in 1941 to 16 percent in 1950, 20 percent in 1961, and 22 percent in 1971. However, by the 1981 census, its share had fallen to 19.5 percent, due to a moderately low average growth rate of 1.9 percent a year during the decade. Of the 11 urban parishes of the Libertador department, 6 actually lost population. Located in a mountain valley, the old city of Caracas faces serious physical limitations to further expansion. Consequently, land prices have soared to record

## TIPS ON TRADE

### GLOBAL ADVERTISING

The advertising campaign that can be used in many different countries—global advertising—doesn't work for every product. Some questions to answer when you are trying to determine whether it is an appropriate approach:

1. Are the company's business plans transnational rather than national?
2. Is the product or service similar or the same at home and abroad?
3. Does the product's appeal transcend borders?
4. Are there any outstanding legal restrictions on the product's use or advertising in any of the countries?
5. Are there strong societal factors in the purchase or use of the product?
6. Is there a heavy dependence on a particular socioeconomic characteristic in selling the product?
7. What does the competition do?

*—Robert Roth, senior vice president and director of international operations for HBM/Creamer, Inc., former publisher of International Advertiser.*

### SERVICE IS ESSENTIAL

Selling in Europe is more than just getting the products across the ocean. Robert J. Barrus, president of Robert J. Barrus, Inc., an international communications consultant specializing in direct response marketing, says companies that sell to businesses may wish to target only the geographic areas where service is available. European firms will not buy products when service can't be guaranteed.

### SIGHT AND SOUND

Wider access to television in foreign media campaigns means that advertisers can de-emphasize language and focus instead on images, music, sounds, and feelings in their ads. Promotions have to be entertaining. Music, images, and feelings can often say what you want to say better than words. Such commercials have the advantage of not losing anything in translation as they cross country borders.

*—Les Margulis, vice president, BBDO International, speaking at the Fifth Annual Advertising World conference in New York City.*

### DUTCH BICYCLES

The 2.4 million Dutch people over 60 have a new bicycle model to call their own, thanks to the ingenuity of a country doctor, Hans Bakker, who advises his patients to bicycle for exercise.

Seventy-nine percent of the Dutch population of 14.5 million people own a bicycle. The Dutch manufacture about 1 million bicycles a year, including a quarter million for export, but until this spring, there was no special model for older people.

According to a report in *Europe*, the new bicycle model has battery-operated turn signals and headlights that stay on when the bike is stopped. The seat is mounted low enough so that the rider can put both feet on the ground when stopped, and farther from the handlebars so that the rider can maintain an upright position.

The "Abraham" model, made by the Rival company, sports a $300 price tag.

### CONFERENCES

Marketing research in agriculture, publishing, and sales promotion are topics on the 1985 agenda of The European Society for Opinion and Marketing Research.

"Below-the-Line and Sponsoring: The Use of Promotion and Sponsorship in the Marketing Mix," will be the subject at a seminar in Milan, Italy, November 6-8. "Below-the-line" activities include special sales activities (promotions, deals, schemes, exhibitions, displays, free samples, incentives, direct-mail) directed at the consumer, the trade, or the sales force, by which the price-value proportion of a product or service is altered or its image is improved in order to stimulate consumer purchases and the efficiency of intermediate trade.

"Quality in Publishing: Innovative Strategies for 1990" will be the topic of a November 27-29 seminar in Madrid, Spain.

Agricultural market research was the subject of a seminar in Copenhagen, June 12-14.

For information on any of the above seminars or copies of their proceedings, contact: ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; telex 18535 ESMAR NL.•

heights, triggering a high-rise construction boom unequaled anywhere in the continent. At present, the only part of the metropolitan area which continues to expand rapidly is the Sucre district of the state of Miranda.

Despite the fact that metropolitan growth has stayed under the national average, the country continues to urbanize. The Venezuelan censuses define urban areas as those with 2,500 or more inhabitants. The present rate of urbanization was about 86 percent in 1981, up from 73 percent in 1971 and 62 percent in 1961, making Venezuela the fourth most urbanized country of the continent, after Uruguay, Argentina, and Chile. The U.S. Census Bureau estimates the 1981 urban population at 84 percent. Policies to counter the rural-to-urban migration stream are complicated by income differentials between city and country that are among the highest in Latin America.

## ADMINISTRATIVE DIVISIONS OF VENEZUELA: POPULATION, HOUSEHOLDS, POPULATION DENSITY, ANNUAL GROWTH RATE

| | *population 1981* | *households 1981* | *population density 1981* | *annual growth rate 1971-81* |
|---|---|---|---|---|
| Federal District | 2,070,742 | 436,719 | 2,777.7/sqm. | 1.1% |
| Anzoategui | 684,451 | 120,969 | 40.9 | 3.1 |
| Apure | 193,248 | 31,500 | 6.5 | 1.6 |
| Aragua | 891,623 | 171,646 | 329.1 | 5.1 |
| Barinas | 326,166 | 59,481 | 24.0 | 3.5 |
| Bolivar | 681,607 | 124,510 | 7.4 | 5.7 |
| Carabobo | 1,062,268 | 204,998 | 591.4 | 4.9 |
| Cojedes | 133,991 | 24,154 | 23.4 | 3.6 |
| Falcon | 503,896 | 87,299 | 52.6 | 2.1 |
| Guarico | 393,467 | 69,731 | 15.7 | 2.1 |
| Lara | 945,064 | 167,674 | 123.6 | 3.5 |
| Merida | 459,361 | 86,880 | 105.2 | 2.8 |
| Miranda | 1,421,442 | 300,977 | 462.9 | 5.2 |
| Monagas | 393,071 | 65,337 | 34.9 | 2.7 |
| Nueva Esparta | 197,198 | 35,575 | 443.9 | 5.2 |
| Portuguesa | 424,984 | 76,285 | 72.4 | 3.6 |
| Sucre | 586,018 | 98,442 | 128.6 | 2.3 |
| Tachira | 660,234 | 120,352 | 154.0 | 2.6 |
| Trujillo | 433,735 | 51,392 | 151.7 | 1.3 |
| Yaracuy | 300,597 | 54,371 | 109.6 | 3.0 |
| Zulia | 1,676,468 | 296,955 | 68.8 | 2.6 |
| Amazonas | 63,942 | 7,733 | 0.9 | 11.4 |
| Amacuro Delta | 68,662 | 9,684 | 4.4 | 3.6 |
| Federal Dependencies | 850 | 156 | 18.3 | 6.3 |
| Total | 14,570,085 | 2,732,820 | 41.4 | 3.1 |

Source: OCEI, *XI Censo General de Poblacion y Vivienda, 1981*

### HOUSEHOLDS AND FAMILIES

The 1981 census counted 2.73 million households, with an average size of 5.28 persons. The average has come down somewhat from 5.76 persons in 1971, which in turn represented an increase over the 1961 average of 5.34 persons. Smaller households are found in the Federal District (averaging 4.66 persons) and the state of Miranda (4.70 persons). The largest average household sizes are those of the states of Sucre (5.93 persons), Apure (5.92), and Monagas (5.88), and the federal territories of Amazonas (5.81) and the Amacuro Delta (5.82).

Family instability is a serious social problem. An estimated 20 percent of all households are headed by women with low income and education, most of whom have been abandoned by their partners. About 32 percent of all couples live in informal unions, and account for as many as 52 percent of all registered births. About 15 percent of all children are not legally recognized by their fathers.

The dissolution of formal unions, however, is rare. The number of formal divorces pronounced in 1979 amounted to 5 percent of the number of marriages registered in the same year. This is only slightly higher than the 1970 figure of 4 percent, and much less than that in the U.S., where the figure reached 64 percent in 1979.

The average number of children a woman will have borne by the end of her reproductive period (total fertility rate) is about 4.3. While still fairly high, this represents a considerable reduction compared to the corresponding figures of 5.4 and 6.7 children in 1971 and 1961 respectively.

The Venezuelan census classifies households by the country-of-origin of their heads. A total of 366,093 heads of households (13.4 percent) declared themselves as foreign born. This share is somewhat higher in the Federal District (21 percent) and in the states of Miranda (27 percent) and Táchira (27 percent).

### HOUSING AND CONSTRUCTION

The accelerated rhythm of urbanization has left its mark on the Venezuelan housing situation. The 1981 census enumerated 3.2 million housing units, of which 356,000 were unoccupied and 60,000 were under construction. Of the occupied dwellings, 2.7 million served as family housing and 7,224 as collective housing. In 1980, an estimated 800,000 dwellings were considered inadequate. Among these are the slum dwellings, called "ranchos" in Venezuela, which make their way up the mountain slopes of Caracas and surround many other large cities.

There is no doubt, however, that the housing infrastructure has improved during the past decade. In 1979, an estimated 66 percent of the homes had access to electricity. The percentage of homes with running water increased from 46 percent in 1970 to 72 percent in 1980, whereas toilet facilities were extended from 26 percent of the homes in 1970 to 45 percent in 1980. Despite the higher urban rate of population growth, differences between urban and rural areas persist. While 78 percent of the homes in cities and towns of over 5,000 inhabitants were served by running water and 58 percent by toilet facilities, the corresponding figures for the rural areas were only 54 percent and 4 percent respectively.

## TIME OF LIFE

Lack of punctuality is a badge of success in Brazil, whereas in the United States it is often considered to be a sign that a person doesn't care about the appointment.

An article in the March issue of *Psychology Today* compares the ways people in different cultures view time and comments on how those differences affect the ways they do business, make social contacts, and live their lives.

The author, Robert Levine, a professor of psychology, chose three measures of time: "the accuracy of a country's bank clocks, the speed at which pedestrians walked, and the average time it took a postal clerk to sell us a single stamp." Observations were made in one medium-sized city and one urban area in Japan, Taiwan, Indonesia, Italy, England, and the United States.

Japan ranked first in each category—its clocks were the most accurate, its pedestrians walked fastest, and its postal clerks were most efficient. Indonesia ranked last in every category except in the post office, where Italy took last place. •

A total of 633,723 new "formal" housing units were constructed during the decade. The housing market, however, increasingly caters to upper-income groups. As a symptom of this trend, the percentage of units constructed by the government, mostly for the lower-income population, declined from 63 percent during the first half of the decade to 44 percent during the second half.

### ETHNICITY AND RELIGION

As in neighboring Colombia, Venezuela's population consists predominantly of "mestizos," people of mixed European and indigenous ancestry, who make up some 65 percent of the total. The next most important ethnic group is of pure European descent and forms about 20 percent of the population. Apart from traditional Venezuelan families and Spanish, Italian, and Portuguese immigrants, there are smaller British, French, German, Polish, and Rumanian communities. Other than Europeans, Venezuela's foreign-born residents include those from several neighboring countries, as well as a community of Syrian-Lebanese.

Relations between Venezuelans and foreigners have occasionally been strained. For instance, after the fall of the Pérez Jiménez government, which had openly favored European immigration, several attacks on the person and property of foreigners were reported, which may have contributed to the sharp reduction of immigration flows after 1958. Even the law has discriminated against foreigners in some cases. The 1936 Labor Law, for instance, specified that firms with more than 100 employees could not hire more than 25 percent foreign-born workers.

Along the Caribbean coast, there is a predominance of the black population which was brought in from Africa to work on the sugar plantations and which now makes up about 9 percent of the national population. Another 5 percent consists of mulattoes and persons of mixed Negro and Indian descent. The indigenous population is very small, consisting of 53,530 individuals who live almost exclusively in the states of Anzoátegui, Apure, Bolivar, Monagas, Sucre, and Zulia, and the federal territories of Amazonas and the Amacuro Delta.

Like Colombia, Venezuela is predominantly Roman Catholic. Other religions are permitted, but play a minor role in national life.

### EDUCATION

Although Venezuela spends a respectable 5 percent of its GNP on education, its literacy rate of 83 percent (in 1979) still trails that of several other Latin American countries, like Argentina, Chile, Colombia, and Uruguay. In terms of other indicators, the country's educational situation still leaves much to be desired. According to government statistics, 37 percent of the population over age 15 have less than three years of schooling and are considered functionally illiterate. In the rural areas, this percentage rises to 71 percent for men and 84 percent for women.

In metropolitan Caracas, 51 percent of the labor force have more than primary education. In urban Venezuela as a whole, this proportion is 44 percent, but in the rural areas only 33 percent have studied beyond the primary level. In 1978, 14 percent of the children aged 7 to 12 and 37 percent of those between 13 and 15 were not enrolled in school. Drop-out rates were 7 percent per year at the primary level and 16 percent at the secondary level. Of every 100 students entering primary school in 1973, only 64 finished in 1979. At the secondary level, only 38 percent finished on schedule. The total school enrollment in 1979-80 amounted to 4 million students, of whom 413,000 were in kindergarten, 2.5 million in the first six grades of primary school, 606,000 in the first three grades of high school, 216,000 in the last grades, and 312,000 in college. In addition, 337,000 adults were enrolled in special education programs.

Higher education has developed explosively during the past decade, as enrollments more than tripled. The country now has 60 institutions of higher learning. The most important are the Central University and the Simón Bolivar University in Caracas, the University of the Andes in Mérida, the University of Zulia in Maracaibo, and the Eastern University in Puerto La Cruz and Cumaná. Public education predominates over private schools at all levels, including college: in 1979-80, only 13.6 percent of students at any level were enrolled in private institutions.

### LABOR FORCE AND INCOME

The Venezuelan labor force was estimated at 4.5 million people in the second semester of 1980, or 31.5 percent of the entire population. Of these, 38,000 were seeking em-

ployment for the first time, 138,000 were unpaid family workers, and 217,000—5.7 percent of the total—were unemployed. Women made up 27.5 percent of the national labor force, but 35.1 percent in metropolitan Caracas. In 1979, only 37 percent of the labor force were covered by social security and only 26 percent had a formal hiring contract.

Among the economically inactive, an estimated 5.8 million were younger than 15 years, 2.3 million were housewives, and 1.1 million students. The official unemployment rate for metropolitan Caracas was 6 percent in 1980 and 5.7 percent in 1981. Since then, unemployment has been on the rise, first to 7 percent in 1982 and then to more than 10 percent during the first months of 1983. The increased joblessness affects primarily young men entering the labor force. The unemployment rate for men aged 15 to 24 in metropolitan Caracas reached more than 20 percent in 1983. Unofficial estimates put current national unemployment as high as 15 percent.

Although oil drilling is the cornerstone of Venezuela's economy, it employs only 1 percent of the labor force. The largest single employment category is social and personal services, which accounts for one-fifth of all jobs, and 24 percent in metropolitan Caracas. The next most important category is commerce.

Venezuela's manufacturing industry, which provides 16 percent of all jobs, is relatively undeveloped in comparison to that of other Latin American countries like Argentina, Chile, Brazil, or Mexico. In fact, the country is not self-sufficient in any manufacturing sector except tobacco. In 1980, 32 percent of all industrial products were imported, especially machinery (94 percent), electrical equipment (67 percent), transportation equipment (38 percent), and chemical products (37 percent). In terms of employment, the most important manufacturing sector is food processing (117,000 jobs in 1980), followed by basic metals (81,000), clothing (71,000), wood furniture (35,000), and shoes (33,000).

Almost on par with the manufacturing industry is the primary sector, accounting for 15 percent of all employment, but only 6 percent of the GNP. The major products of this sector are beef (21 percent), cereals (12 percent), dairy products (11 percent), and fruits (10 percent). As a whole, Venezuelan agriculture has languished, due to strong rural-to-urban migration and lack of government attention. As a result, the country has to import three-quarters of its food.

Another worrisome aspect of Venezuela's labor force is the country's oversized government bureaucracy. Between 1973 and 1980, the number of government employees in different sectors of the economy increased from 350,000 to 970,000. This process does not reflect the expansion of government services, but rather the absorption of unprofitable economic activities by the state, since private investment has been insufficient.

Venezuelan incomes are high by Latin American standards. In 1980, the median wage of an urban worker was $400 per month: $357 in commerce, $374 in public administration and services, $410 in manufacturing, and $458 in building and construction. Although income inequality is not as extreme as in some other countries of the region, there exists a substantial difference between urban and rural areas. In metropolitan Caracas, the median wage of a worker was $432, but in the rural areas only $247. Total household incomes amounted to $895 per month in metropolitan Caracas, $752 in urban Venezuela as a whole, and $376 in the rural areas. With 3,000 bolivars (1980) considered a minimum acceptable monthly family income, 37 percent of the families in metropolitan Caracas, 46 percent of those in urban Venezuela as a whole, and as many as 80 percent in the rural areas live below the poverty level. The acquisitive power of the population has worsened during the past few years, as wages have not accompanied inflation and the bolivar has lost its dollar convertibility.

## HOUSEHOLD INCOME DISTRIBUTION IN VENEZUELA BY AREA: 1980

| *income class** (in Bol./month) | *total* | *rural* | *urban* | *metropolitan Caracas* |
|---|---|---|---|---|
| 0 - 450 | 1.7% | 2.5% | 1.0% | 0.4% |
| 451 - 700 | 2.9 | 7.5 | 1.3 | 0.5 |
| 701 - 1,000 | 6.8 | 16.6 | 3.4 | 1.5 |
| 1,001 - 1,500 | 11.2 | 18.6 | 8.7 | 6.4 |
| 1,501 - 2,000 | 13.3 | 17.1 | 12.0 | 10.2 |
| 2,001 - 3,000 | 19.2 | 17.0 | 19.9 | 17.7 |
| 3,001 - 4,000 | 14.1 | 8.0 | 16.1 | 15.9 |
| 4,001 - 5,000 | 9.3 | 4.9 | 10.7 | 12.8 |
| 5,001 + | 21.7 | 6.8 | 26.8 | 35.7 |
| Median Income | 2,740 Bol. | 1,613 Bol. | 3,226 Bol. | 3,841 Bol. |

** The 1980 exchange rate was 4.29 bolivars to the dollar.*
*Source: OCEI, Encuesta de Hogares por Muestro, 2nd Semester of 1980.*

### CONSUMPTION AND COMMUNICATION

Until recently, the benefits of strong currency, relatively high incomes, and heavily subsidized gasoline prices gave Venezuelans access to an American-oriented lifestyle found in few other countries of the region. Venezuelans spent nearly $1.6 billion on tourism abroad in 1979, mostly in the United States (22 percent), the Caribbean (21 percent), and Europe (17 percent). Since the local tourist industry is little developed, a $1.32 billion deficit on the balance of trade resulted, more than the entire national defense budget.

One in every eight Venezuelans possesses a private car, one of the highest rates in Latin America. In 1980, 94 percent of all homes had a radio set and 79 percent a TV. The scarcest means of communication is the telephone, which only 5.8 percent of the population owned in 1979. The total number of licensed radio stations was 158. The three television networks in

operation are Radio Caracas Televisión, Venevisión, and Venezolana de Televisión, the latter run by the government. Venezuela has the highest newspaper circulation rate of the continent, higher even than Argentina, with a total of 70 national dailies, of which "El Nacional," "Ultimas Noticias," "Meridiano," and "El Mundo" are the most important.

In 1979, Venezuela counted 255 registered advertising agencies, of which 14 were foreign. The total advertising expenditure that year reached $263 million, of which 50 percent was spent on TV commercials, 42 percent on the written media, and 8 percent on radio advertising.

Due to the recent austerity measures, Venezuela's importance as a U.S. export market has diminished somewhat. Although the country continues to be the second largest buyer of U.S. products in Latin America, it has moved from 11th place on the world list of U.S. export markets in 1982 to 17th place in 1983.

### SOURCES OF INFORMATION

A fair number of books and articles on Venezuela are available in the English language, but most are unsuitable for obtaining up-to-date statistical information. A more or less recent book on the Venezuelan economy is *Venezuelan Economic Development: A Politico-economic Analysis* by Loring Allen, JAI Press, Greenwich, CT, 1977. The chapter "Caracas: The Politics of Intensifying Primacy" by David J. Myers, in volume 6 of Sage's *Latin American Urban Research Series*, gives interesting information on the urban expansion of Caracas, but is unfortunately somewhat out-of-date. The same holds for the Population Council's *Venezuela: Country Profile*, by R. G. Cerrutti and S. B. Kar, published in 1975.

The Sixth National Development Plan, published in 1981 by the Central Office of Coordination and Planning of the Presidency of the Republic (CORDIPLAN) gives a more recent summary of data and policies, in Spanish. Although the plan has been only partly implemented, it is a valuable source of information on many different aspects of Venezuelan society. Other sources in Spanish are the Statistical Yearbooks, published by the Central Office of Statistics and Computation (OCEI), which also published the 1981 census. •

*—Ralph Hakkert*

*—Ralph Hakkert is* International Demographics' *South American correspondence, a demographer working in Brazil.*

# SOURCES

## THE $47 GOLD MINE OF DEMOGRAPHIC INFORMATION

For $47, you can buy one reference book that will answer myriad questions about the past, present, and future demographic situation in many countries.

The new version of the United Nations' *World Population Prospects: Estimates and Projections As Assessed in 1982* doesn't sound like it would set the world on fire, but when you are searching for trend data or population projections by age, it can provide exactly the numbers you need.

The new edition is particularly interesting because demographers had results from a significant number of censuses taken in the 1980 round by the time they did these assessments. Since experts consider the 1980 round of censuses to be the most reliable to date in most countries, the estimates and projections based on those numbers are as accurate as can be expected.

The introductory section of the 521-page volume is filled with tables and charts that help the reader understand world population trends. Two of those tables are reprinted here. Others show the 20 highest and lowest age structures according to the percent of the population under age 15 and over age 65. From those tables, the reader instantly learns that the oldest country is Sweden and the youngest is Kenya; that by 2025 the population of Europe will shrink to 6 percent of the world's total, down from 11 percent in 1980; and that Nigeria is expected to rise from the tenth most

**20 COUNTRIES OR AREAS WITH LOWEST AND HIGHEST GROWTH RATES: 1980-1985**

| | rank | country or area | growth rate 1980-1985* |
|---|---|---|---|
| Lowest | 1 | Switzerland | -0.3 |
| | 2 | Germany, Federal Republic of | -0.2 |
| | 3 | Luxembourg | -0.1 |
| | 4 | German Democratic Republic | -0.1 |
| | 5 | United Kingdom | 0.0 |
| | 6 | Austria | 0.0 |
| | 7 | Lebanon | 0.0 |
| | 8 | British Indian Ocean Territory | 0.0 |
| | 9 | Martinique | 0.0 |
| | 10 | Falkland Islands (Malvinas) | 0.0 |
| | 11 | St. Pierre and Miquelon | 0.0 |
| | 12 | Afghanistan | 0.0 |
| | 13 | Sweden | 0.0 |
| | 14 | Holy See | 0.0 |
| | 15 | Belgium | 0.0 |
| | 16 | Cook Islands | 0.0 |
| | 17 | Niue | 0.0 |
| | 18 | (Wallis and Futuna Islands | 0.0 |
| | 19 | Denmark | 0.1 |
| | 20 | Suriname | 0.1 |
| Highest | 188 | Iraq | 3.4 |
| | 189 | Rwanda | 3.5 |
| | 190 | United Republic of Tanzania | 3.5 |
| | 191 | Uganda | 3.5 |
| | 192 | Zimbabwe | 3.5 |
| | 193 | Botswana | 3.5 |
| | 194 | Vanuatu | 3.6 |
| | 195 | Syrian Arab Republic | 3.7 |
| | 196 | Jordan | 3.7 |
| | 197 | Somalia | 3.7 |
| | 198 | Solomon Islands | 3.8 |
| | 199 | Libyan Arab Jamahiriya | 3.8 |
| | 200 | Saudi Arabia | 3.9 |
| | 201 | Brunei | 4.0 |
| | 202 | Qatar | 4.0 |
| | 203 | Kenya | 4.1 |
| | 204 | Bahrain | 4.3 |
| | 205 | Oman | 4.5 |
| | 206 | Kuwait | 5.3 |
| | 207 | United Arab Emirates | 5.8 |

* Medium variant growth rate

populous country to the fourth most populous by 2025.

This volume offers assistance to long-term strategic planners and market researchers who are trying to determine such facts as how many children between the ages of 5 and 9 there are in Zambia this year.

Some demographers question the validity of United Nations' numbers because they think the data may be subject to adjustment for political reasons. Our analysis leads us to believe that they are accurate for most developed countries and as accurate as anyone else's data for developing countries. Who can say for sure what the population of Ethiopia will be in 1990 when the country has never taken a population census?

This important market researchers' tool can be ordered from The United Nations Sales Section, New York, New York 10017; or from Unipub, Box 423 Murray Hill Station, New York, New York 10016; telephone (212) 916-1600. •

**25 MOST POPULOUS COUNTRIES: 1984 AND 2025***

*(ranked by size, in thousands)*

| 1984 | | | 2025 | | |
|---|---|---|---|---|---|
| *rank* | *country* | *population* | *rank* | *country* | *population* |
| 1 | China | 1,051,551 | 1 | China | 1,460,086 |
| 2 | India | 746,742 | 2 | India | 1,188,504 |
| 3 | Union of Soviet Socialist Republics | 275,761 | 3 | Union of Soviet Socialist Republics | 367,127 |
| 4 | United States of America | 235,681 | 4 | Nigeria | 338,105 |
| 5 | Indonesia | 162,167 | 5 | United States of America | 312,686 |
| 6 | Brazil | 132,648 | 6 | Indonesia | 255,334 |
| 7 | Japan | 119,492 | 7 | Brazil | 245,809 |
| 8 | Pakistan | 98,971 | 8 | Bangladesh | 219,383 |
| 9 | Bangladesh | 98,464 | 9 | Pakistan | 212,811 |
| 10 | Nigeria | 92,037 | 10 | Mexico | 154,085 |
| 11 | Mexico | 77,040 | 11 | Japan | 127,600 |
| 12 | Germany, Federal Republic of | 61,214 | 12 | Ethiopia | 111,983 |
| 13 | Viet Nam | 58,307 | 13 | Viet Nam | 105,103 |
| 14 | Italy | 56,724 | 14 | Zaire | 104,387 |
| 15 | United Kingdom | 55,624 | 15 | Philippines | 102,318 |
| 16 | France | 54,559 | 16 | Turkey | 99,313 |
| 17 | Philippines | 53,395 | 17 | Egypt | 97,391 |
| 18 | Thailand | 50,584 | 18 | Iran | 96,166 |
| 19 | Turkey | 48,811 | 19 | Thailand | 86,282 |
| 20 | Egypt | 45,657 | 20 | United Republic of Tanzania | 83,805 |
| 21 | Iran | 43,799 | 21 | Kenya | 82,850 |
| 22 | Republic of Korea | 40,309 | 22 | Burma | 82,153 |
| 23 | Spain | 38,717 | 23 | South Africa | 76,332 |
| 24 | Burma | 38,513 | 24 | Morocco | 59,859 |
| 25 | Poland | 37,228 | 25 | Republic of Korea | 58,556 |

Source: *World Population Prospects: Estimates and Projections As Assessed in 1982*. New York: United Nations, 1985.

# PUBLICATIONS

**The Chinese Mosaic: The Peoples and Provinces of China,** by Leo J. Moser, 1985, Boulder, Colo.: Westview Press, 272 pp., $32.50. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

This book describes the linguistic and cultural diversity that exists among the Han Chinese, who constitute about 95 percent of the population of China. Dr. Moser, a Foreign Service officer and currently director of the Center for the Study of Foreign Affairs of the U.S. Department of State, brings together data from a wide variety of sources and disciplines. He presents an overview of the Han people, examines their historical and geographical backgrounds, and details the unique characteristics of each of the major Han groups. In the final chapters of the book Dr. Moser looks at race, religion, and ethnicity in China, discussing provincial stereotypes, folk culture, and how the nation has achieved unity in diversity.

**Women and Employment: A Lifetime Perspective,** by Jean Martin and Ceridwen Roberts, 1984, London: Her Majesty's Stationery Office, 195 pp., L9.50 net. Order from Her Majesty's Stationery Office, 49 High Holborn, London WC1V 6HB.

This report is the most comprehensive study of women's employment in Great Britain in 15 years. Based on data collected in a 1980 national survey of women of working age, this volume discusses the factors that determine whether or not women work, describes women as workers, and investigates the importance of work to women. The report contains an abundance of tables displaying data plus expert analyses of the survey topics.

Beginning by defining the current levels of women's economic activity, the report goes on to describe the demographics of working and nonworking women. The types of jobs women hold, the hours they work, the pay they receive, the child-care arrangements they make, and the opportunities they have for training and promotion are included in this analysis of the main topics of the survey. One chapter deals solely with working women's attitudes towards working in general and their jobs in particular and discusses variations in women's job satisfaction.

Another chapter focuses on nonworking women, discussing the extent and consequences of unemploy-

*continued*

## COMING UP

**Austria,** a small country with a population of highly-educated consumers.

ment and economic inactivity. Other topics covered in the report include women's domestic responsibilities and the effect these may have on her movement into and out of employment and between full- and part-time work, women's job changes and occupational mobility, and how women look for jobs. The study concludes with a chapter dealing with attitudes: the extent to which women and husbands think women should or should not work and under what circumstances, as well as general views about women working and about the equal opportunities legislation.

Although the authors claim that this is not an exhaustive analysis of all the data obtained in the survey, it certainly contains everything a researcher would want to know about working women in Great Britain.

**Generating Internationally Comparable Income Distribution Estimates,** edited by Wouter van Ginneken and Jong-goo Park, 1984, Geneva: International Labour Office, 176 pp., 25 Swiss francs. Order ISBN 92-2-103666-9 from the Publications Branch, International Labour Office, CH-1211 Geneva 22, Switzerland.

This monograph is the result of a collaboration between the International Labour Office and the World Bank to produce a set of income distribution data that would be internationally comparable. By adopting the same income unit for each country (the household), the same income concept (household available income), and the same methodology (measuring household incomes by household surveys and adjusting them with national accounts incomes), internationally comparable income distribution estimates for 23 developed and developing countries have been generated.

An introductory chapter summarizes the methodology and main results of the study. Each of the 23 country chapters contains a short summary of the data source, the income concept, and the adjustment procedure, and presents tables showing the income distribution estimates that were generated for that nation. The volume's appendix provides comparable income estimates for nine additional countries.

**Fertility in Canada: From Baby-Boom to Baby-Bust,** by Anatole Romaniuc, 1984, Ottawa: Statistics Canada, 156 pp., $8.85 in Canada, $10.60 elsewhere. Order catalogue no. 91-524E from Publications Sales and Services, Statistics Canada, Ottawa, K1A 0T6.

From almost 4 births per women at the height of the post-war baby-boom, Canada's total fertility rate has fallen to an all-time low of 1.7 births. Most Canadian couples are electing to have just two children, and they are tending to postpone them until later in life and space them further apart. While couples remaining childless are still a minority, they are on the increase. Finally, while marital fertility rates have declined, the incidence of births among unmarried women has increased.

This report not only presents the facts about fertility and reproductive patterns in Canada, but also explores the factors underlying the fertility decline, as well as the future course of fertility and the implications for population growth. A final chapter reviews public reactions in other countries where fertility has fallen to or below the replacement level, and reports on actions taken to remedy sagging birth rates.

The book is clearly written and illustrated with numerous tables and figures. Anyone doing business in Canada or interested in Canadian demographics will find it an informative reference work.

**Toward International Tele-Education,** edited by Wilbur T. Blume and Paul Schneller, 1985, Boulder, Colo.: Westview Press, 256 pp., $19.50. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

In 1983, a group of experts from the fields of education, communication, and government gathered in Washington, D.C. to explore the possibilities for tele-education. This book presents the papers given at that meeting, providing a wealth of information on the past, present, and future of tele-education efforts.

The papers in the first part of the volume discuss worldwide education needs, and evaluate current plans and programs. The essays of the second part identify the resources to foster tele-education that exist from previous communication technology research and describe the projects in international tele-education that are presently underway, most of which are experimental. The third part of the book sets forth the prospects for international tele-education and examines the relevant educational, economic, legal, and political issues. •

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